

CLAIMS

We claim:

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1. A method for arranging visual information (e.g. how to conduct patent research) in a way that causes the viewer to move his or her eyes in certain ways to view certain types of information. This eye movement more effectively stimulates certain areas of the brain thus improve learning and retention.

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With each following claim, the viewer's eyes will be directed to a particular direction. That direction will stimulate the area of the brain most related to learning the type of information outlined in the claim.

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2. The method according to claim 1, where the visual information as well as information relating to higher level brain functions such as an intellectual and/or creative focus (e.g. the technology and science that underlies and supports patent research) are placed towards to upper areas of the page.

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3. The method according to claim 1, where pictures , being visual information (e.g. picture of a patent researcher at work) are arranged toward the upper areas of the page.

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4. The method according to claim 1, where the kinesthetic information (e.g. a step by step process for conducting patent research) is arranged toward the lower area of the page.

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5. The method according to claim 1, where information related to auditory functions (e.g. the text of an informative discussion between two patent researchers, or a story about patent research) is arranged toward the center area (vertical orientation) of the page.

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6. The method according to claim 1, where historical or memory-related information (e.g. the history of patent research or questions that stimulate the reader's own memory) is arranged to the left-hand side of the page.

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7. The method according to claim 1, where information relating to the future (e.g. the future of patent research) is arranged to the right-hand side of the page.

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8. The method according to claim 1, where the process of learning will be enhanced by the use of certain types of words in certain areas where those types of words relate directly to the area of brain-access. The effects of claim 2 will be enhanced by the use of "sight" words (e.g. "Picture a researcher in his blue cubicle."). The effects of claim 4 will be enhanced by "physical" words (e.g. The researcher will hand-off the information to his supervisor.).m 5 will be enhanced by the use of "sound" words (e.g. "Lets hear what an experienced researcher says about data retrieval.").

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9. The method according to claim 1, where the size of the "page" is larger than the average paperback page so as to take up a larger percentage of the viewer's field of vision so as to force the direction of the viewers eyes (although not to a degree that causes distress) to more effectively stimulate the brain.

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10. The method according to claim 1, where the "page" may extend across a two-page spread of a book.

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11. That using this process in a layout that uses many different forms of information will also have the effect of improving the intelligence of the reader by repeatedly stimulating those many areas of the brain.

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12. That stimulating the brain in many different ways will increase the "mental agility" of the brain and so help to maintain the reader's mental vigor into old age.